

**Subject:** Re: Proposal  
**From:** Michael Lamb <Michael@downtownnews.com>  
**Date:** 05/26/2017 09:22 AM  
**To:** Michael Filson <MFilson@downtownla.com>

Hi Michael

Checking back to see if you have confirmation.

If I don't hear from you, have a great Memorial Day Weekend.

Michael Lamb  
Account Executive  
Los Angeles Downtown News  
1264 W. First Street  
Los Angeles, CA 90026

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213-453-3548 Mobile  
[michael@ladowntownnews.com](mailto:michael@ladowntownnews.com)

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On May 24, 2017, at 9:14 AM, Michael Filson <[MFilson@downtownla.com](mailto:MFilson@downtownla.com)> wrote:

I have a meeting with Henna at 4pm today and will it all confirmed then.

Mike Filson  
DCBID  
Community Relations Manager

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**From:** Michael Lamb [<mailto:Michael@downtownnews.com>]  
**Sent:** Wednesday, May 24, 2017 9:03 AM  
**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Re: Proposal

Hi Michael

Can you let me know today if you are adding to the proposal?  
Thanks

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On May 23, 2017, at 10:39 AM, Michael Filson <[MFilson@downtownla.com](mailto:MFilson@downtownla.com)> wrote:

Great! Send me the proposal so I can see it.

For Dog Day, you'll have a 6' table. Please send me your logo for the website and print.

Mike Filson  
DCBID  
Community Relations Manager

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**From:** Michael Lamb [<mailto:Michael@downtownnews.com>]  
**Sent:** Tuesday, May 23, 2017 10:41 AM  
**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Re: Proposal

Hey  
Yes, it adds up to \$7340 from what you sent.  
You may also want to reserve in the Best of Downtown issue on July 24.  
It has special rates. Very competitive. Just got them.

Also, send me the items we get for the Dog Day event so I can get that planned as well.  
I think it is just a table and maybe you need our logo for signage?

Michael Lamb  
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On May 23, 2017, at 10:32 AM, Michael Filson  
<[mfilson@downtownla.com](mailto:mfilson@downtownla.com)> wrote:

I wasn't sure how much the new proposal would total so I would like to see it and maybe there is some room to add.

I believe Open House is moving forward. I'm not too involved with that. I'll let her know you are reaching out to her.

Mike Filson  
DCBID  
Community Relations Manager

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**From:** Michael Lamb [<mailto:Michael@downtownnews.com>]  
**Sent:** Tuesday, May 23, 2017 10:34 AM  
**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Re: Proposal

Hey  
You did a big scale back. \$3500?  
I will reserve the space you requested.

Haven't heard from Henna about the Open House.  
Is that projectc still moving forward?

Michael Lamb  
Account Executive  
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On May 23, 2017, at 9:23 AM, Michael Filson

<[mfilson@downtownla.com](mailto:mfilson@downtownla.com)> wrote:

Michael,

I've attached our updated proposal for Dog Day and Summer. I had to scale back some on your end as we are spending more on our digital advertising this year.

Any questions, please let me know.

Mike Filson

DCBID

Community Relations Manager

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**From:** Michael Lamb

[<mailto:Michael@downtownnews.com>]

**Sent:** Friday, May 19, 2017 11:19 AM

**To:** Michael Filson <[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>

**Subject:** Re: Proposal

Hey Michael

FYI - I leave early today and back Tuesday. So if there are

no changes to the proposal just let me know.  
Otherwise, I can work on it again next week.

Have a nice weekend.

Michael Lamb  
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On May 16, 2017, at 2:01 PM, Michael Filson  
<[MFilson@downtownla.com](mailto:MFilson@downtownla.com)> wrote:

Go ahead and let them have the front page strip. I won't be able to get an answer till tomorrow, hopefully.

Mike Filson  
DCBID  
Community Relations Manager

---

**From:** Michael Lamb  
[<mailto:Michael@downtownnews.com>]  
**Sent:** Tuesday, May 16, 2017 1:54 PM  
**To:** Michael Filson  
<[mfilson@downtownla.com](mailto:mfilson@downtownla.com)>  
**Subject:** Proposal

Hey Michael

Good seeing you yesterday.

Don't mean to push, but the front page strip was a part of my proposal for 6/12. If you can confirm all today, then it's yours. Otherwise, my sales associate as someone else who wants it and I would have to bump you to the following week.

Let me know.

Best

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